



# *Press Release*

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## **SBA DEPUTY ADMINISTRATOR TO KEYNOTE “SUCCESS STORY” AWARDS FOR 2008**

(LOS ANGELES, CA) – Five exceptional businesses will be recognized as “Success Stories for 2008” at an awards luncheon hosted by SCORE – Los Angeles Chapter on Friday, October 24, 2008 from 11:30 AM to 2:00 PM at the Los Angeles Athletics Club located at 431 West Seventh Street, Los Angeles, CA 90014.

Jovita Carranza, SBA’s Deputy Administrator, is scheduled to be the keynote speaker and will present the awards to the individual business owners. Alberto G. Alvarado the Los Angeles SBA District Director noted, “These award winners are an example of our American entrepreneurial spirit and resilience. SCORE and SBA are delighted to celebrate small business owners who are the backbone of our economy and to have SBA Deputy Administrator Carranza present the awards.”

Local elected officials have been invited to attend as well as high-profile business and chamber executives. The five awardees were selected from thousands of business owners advised annually by SCORE “Counselors to America’s Small Business.” SCORE is a nonprofit association dedicated to educating entrepreneurs and to the formation, growth, and success of small business nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA).

“I’m very proud of these award winners who utilized SCORE counselors to better their businesses. SCORE’s experienced counselors have the business and industry expertise a business owner is looking for; in addition SCORE counselors just don’t talk the talk they have walked the walk and are successful business owners in their respective industries,” said Richard Hadel, SCORE’s Los Angeles Chapter Chair.

For more information on reservations, seating availability and the program please call Richard Hadel, SCORE’s Los Angeles Chapter Chair, at (323) 793-3532.

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The five “Success Story” award winners for 2008 are:

Cynthia Jamin started a children’s apparel line, Twirly Girl<sup>®</sup>, in 2007 with a unique twist to reversible dresses and skirts that float and flutter when girls twist and spin. As one can read on her website, [www.twirlygirlshop.com](http://www.twirlygirlshop.com), both parents and children have written glowing testimonials to Ms. Jamin’s products.

Shere Bailey, a practicing attorney, had an initial desire to teach children how to manage their money, and thus in 2007 began The Money Kids. Bailey developed a curriculum for middle school students initially and then created a module for high school students. Her company has already benefited over 200 middle school students by utilizing her curriculum, which is online at [www.themoneykids.com](http://www.themoneykids.com).

Dean Paradise began to publish “*America’s Kid Times*” the first newspaper with relevant and interesting topics written “by kids for kids” in February 2008 that was supported by local advertisers. Mr. Paradise uses cartoon characters: Maddie, T-Bone, Skip, Kayos, and Spence The Movie Monster to illustrate the various stories. Paradise is looking for other cities throughout the country that are interested in licensing his newspaper. To find out more information on “*America’s Kid Times*” go to [www.americaskidtimes.com](http://www.americaskidtimes.com).

Yendi Serwaa founded her hand-made jewelry, footwear, hair accessory, and leather good company in 2006. With advice from SCORE she personalized the product line, upgraded sales techniques and developed a marketing strategy, which resulted in a 400 percent increase in sales. Commenting on her products, Serwaa said, “my visions are ‘complete’ in the sense that I’ll make not only a pair of shoes but a matching belt, jewelry and hair ornament to create a general context for the wearer.”

Karen Jashinsky in 2005 founded the company O2 Max Fitness and shortly thereafter in 2007 opened O2 Max, a teen-only gym that features state-of-the-art exercise equipment, homework rooms and wireless Internet connections. The gym offers a welcoming atmosphere for young adults with health and nutrition classes, and personalized physical training including yoga, Pilates, martial arts, and kick boxing. More information on Jashinsky and O2 Max can be found online at <http://o2maxfitness.com>.

Locally, The Los Angeles Chapter of SCORE has 65 volunteers made up of experienced current and retired business executives. In FY 2007, the Los Angeles SCORE Chapter provided over 6,160 free individual counseling sessions, an additional 4,600 sessions via email and presented 150 low-cost workshops to some 1,700 individuals.

The local SBA Los Angeles District Office, which coordinates with the Los Angeles Chapter SCORE office is ranked “No.1” in the country in lending and oversees SBA programs to over 12 million people in Los Angeles, Santa Barbara, and Ventura counties. The SBA office manages a total loan portfolio that finances more than 6,194 businesses and nearly \$1.3 billion yearly and generates annual contract procurements of \$451 million. In addition, the district office supervises eight Small Business Development Centers, coordinates four other SCORE offices and oversees five Women’s Business Centers.

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